

# EXISTING WINTER WEATHER MESSAGING

## VDOT

- Targets commuters, road users
- Focus: Public safety, support crews clearing roads

## Region of Waterloo (Canada)

- Targets general public
- Focus: Creating awareness, smart salt use

## Maryland Dept. of Environment (MDE)

- Targets homeowners
- Focus: Smart salt use

# SAMS SOCIAL BMP MESSAGES

## Intent:

- Cause targeted audience to rethink current behaviors
- Encourage positive behavior change

## How:

- Provide tips/ideas for actions targeted audience can take
- Short and informative
- Easy to understand/digest

## Targeted Audience – General Public

- Commuters
- Homeowners